BAD BOYS FINISH FIRST:

How to Stop Being the Nice Guy and Become the Man Women Can't Resist

Bad Boys Finish First: How to Stop Being the Nice Guy and Become the Man Women Can't Resist

by D. Mann

Table of contents

Bad Boys Finish First: How to Stop Being the Nice Guy and Become the Man Women Can't Resist
Table of contents
Introduction
1. A cavewoman's attraction
2. Unattractive behavior
3. Confidence is contagious
4. Unpredictable
5. Chase her and she shall run
6. Investment versus attraction
7. A woman's tests
8. Leadership
9. Connecting with women
10. Creating sexual tension
11. Building an emotional connection
12. Getting physical
Conclusion

Introduction

Nice guys finish last.

It's true. *Especially* when it comes to women.

So why is it that the polite and well-mannered men of this world, who always treat women like royalty, never actually get the girl?

Why does it seem to be that desirable women always end up with 'assholes' or 'jerks'?

We can break this issue down to two basic questions:

First: What is it that women see in so-called 'assholes' and 'jerks'?

Second: Why do women find so-called 'nice guys' so unattractive?

These two questions form the basis of what I am going to answer for you today. Upon completing this book, not only will you understand the *biological* reasons behind why women find 'bad boys', 'assholes', and 'jerks' so damn attractive compared to nice guys, but you will also know how *you* can have the raw sex appeal of these types of men without actually being a true jerk.

So, without further ado, let's dive right into understanding the inner workings of female attraction.

1. A cavewoman’s attraction

The question of female attraction is one that millions (if not billions) of men struggle with.

“What do women want?” they ponder. “If only I knew how to attract women. How can I be more attractive?”

To find the answer to this age old question, we have to turn back the clock tens of thousands of years. Hundreds of thousands of years, even. So where do we end up?

Somewhere where we don’t have the comforts, luxuries and securities of modern day society. In fact, we probably live in a cave somewhere, or in an animal skin shelter. A simple trip outside could be fatal.

Life is dangerous.

To be safe and to survive, women needed strong, dominant men. Women being physically weaker and more vulnerable are instinctively attracted to men who they feel can protect them.

Why?

Well, the women who were not attracted to such men died out. As a result, their genes were not passed on. The only genes passed on were those of women who were naturally attracted to men they felt could protect them.

Beyond just their own welfare, women have evolved to subconsciously seek out men whose genes result in offspring more likely to

survive the harsh conditions of nature. In addition to just being biologically more likely to survive, women were attracted to men who they felt could physically protect the offspring and give them the greatest chance of surviving postpartum.

So now we have a bit more understanding of the basis of female attraction. Women are most attracted to a man's behavior, because historically, it was a man's behavior that indicated his ability to protect a woman and her subsequent offspring.

Traditionally, our life purpose has been to pass on our genetic information (reproduce), and women were most attracted to men who provided the highest chance of successfully doing this. In other words, men who make women feel safe and secure.

Because society has advanced so rapidly, evolution has not been able to keep up, and subsequently, our brains are almost exactly the same as they were tens of thousands of years ago.

The result? Women are still *instinctively* attracted to men who they subconsciously feel would be able to protect them. Not consciously, but *subconsciously* .

So the key thing to take away here is this: women are attracted to the way you make them *feel* . And how a woman feels around a man is dictated by his behavior.

In other words, the determining factor of a woman's attraction for a man is how he behaves, as this influences how she feels around him.

So, what on earth does this have to do with nice guys?

Everything.

The problem with nice guys is they do not behave in a way that triggers a woman's instinctive attraction. A woman's 'cavewoman' brain

does not subconsciously feel that mating with a nice guy would provide her offspring with the best chance of survival.

Consequently, as harsh as it might be, women are often repulsed by the idea of being sexually involved with a man she considers to be a ‘nice guy’. Women will even flat out say “I don’t think of you that way.”

So what is it about the behavior of nice guy’s that fails to ignite that fiery sexual passion within women?

Why are women so turned off by nice guys?

2. Unattractive behavior

When it comes to sexual interest, the word ‘nice’ can be a shorthand antonym for bold, strong, sexy and exciting. Instead, ‘nice’ can be a synonym for needy, weak, predictable and boring.

Let’s explore this.

Men often make the mistake of assuming that a woman’s attraction is the same as that of a man's. In other words, a lot of men assume that women are only interested in how physically attractive a man is.

This logic is flawed, however.

A man’s attraction is based on his evolutionary need to reproduce. In order to maximise his chances of successfully reproducing and having offspring that survive, men are attracted to qualities in women that indicate health and fertility.

Why?

Because healthy, fertile women are most likely to successfully give birth to a healthy child that will survive. This is why you fail to be turned on by old ladies. They just aren't very good mating partners.

Once a man impregnates a woman, he continues to need her body to grow the child. This is why the physical characteristics of a woman are the basis of all male attraction.

Women, on the other hand, do not need to continue using a man's bodies once they are pregnant. Instead, what offers her the best chance of having her offspring survive is the way a male behaves. Is he a strong, independant, dominant male who can protect her and ensure the survival of the resulting offspring?

All attraction (male and female) comes down to a single basic factor: ***whether or not a potential mate offers the highest possible chance of successful reproduction.***

For men, this means that the woman is young, fertile and healthy.

For women, this means that the man can ensure survival.

We don't consciously think like this when deciding who we are attracted to. In fact, attraction is not a conscious decision, it is our subconscious caveman/cavewoman brains pulling the strings.

Okay, so let's get to the core of the issue.

Why do women find nice guys unattractive?

To discover this, let's have a look at some typical nice guy behaviors.

The term ‘nice guy’ is a euphemism for insecure men unwilling to articulate their romantic or sexual feelings directly. Instead, nice guys choose to present themselves as their paramour’s friend, and hang around, doing nice things for her in the hopes that she will one day pick up on his desire for her. If she fails to read the nice guy’s secret feelings, however, the nice guy will become embittered and blame her for taking advantage of him and his niceness.

While this definition may seem in some ways extreme, the nice guy can take many different forms including those that are less apparent and more subtle.

Nice guy’s are generally unassertive and afraid to express their true feelings. The nice guy does not just appear in dating, but in all aspects of life. Whether it is expressing their desire for a woman or having the courage to say ‘no’ to people, a nice guy’s behavior manifests itself in all aspects of his life.

So why is it that nice guys are unattractive to women?

Don’t women love it when a guy is willing to help them out all the time and do whatever she wants?

The simple answer is no.

Women are not attracted to nice guys because nice guys fail to ignite their attraction triggers. In fact, it could be argued they do just the opposite.

Remember, it is how a man makes a woman *feel* that matters, and how you make a woman feel is determined by your behaviour.

The problem with nice guys, put simply, is that *all* of their behavior is highly unattractive to a woman’s primitive subconscious mind. Their behavior does not push those attraction triggers that were developed tens of thousands of years ago.

Women desire strong, dominant, masculine men. They desire men who take charge and are confident and decisive.

Nice guys embody behaviors that are almost the exact opposite of the attractive traits described. Nice guys are weak, submissive and feminine. They are scared of leading or taking charge, lack confidence, and are indecisive.

Men who display those unattractive behaviors indicate to a woman's instinctive subconscious that they are not men who would be able to give her the best chance of survival while vulnerable and pregnant, and subsequently, are not the best choice for successful reproduction.

Sure, while nice guys *might* arguably be better for women in modern society than a 'jerk' or 'bad boy', that is irrelevant because human society has changed immeasurably faster than the evolution of the human brain. In other words, a woman's attraction is based on the same factors as it was back when we were all running around naked in the bush.

Unassertive men too scared to express their true feelings display incredible mental weakness to women. Men who are too scared to stand up for themselves or do what they want to do because it might potentially upset someone else display similarly undesirable characteristics to women.

Women do not want weak, submissive men.

Women are not attracted to weak, submissive men.

If you want a simple way to be incredibly sexy and attractive to women, always do the exact opposite of what a nice guy would do.

Let me say that again: **always do the exact opposite of what a nice guy would do.**

If you are scared of what a woman might think about you if you express your true feelings, who cares -- do it anyway.

If you are scared to do what *you* want to do because of what others might think of you -- or you just want to follow along in order to gain someone else's approval, who cares -- do want you want to do anyway.

The key to all of this is to **be more invested in your own perception of yourself than you are in other's perceptions of you** . Try to impress yourself rather than others. Don't concern yourself with what other people might think of you, after all, they are most likely too busy being fearful of what others think of *them* .

For women, the biggest aphrodisiac in the world is self-confidence. Confidence, confidence, confidence.

3. Confidence is contagious

One of the reasons that confidence is so important, not just with women, but with life in general, is the fact that it is contagious. If you have confidence in yourself, you inspire others to have equal confidence in you. On the same token, if you lack confidence in yourself, others too will question your ability.

Men who show bawdy self-confidence -- instead of an overarching fear of the world -- appear as if they can handle anything.

It has been proven time and time again by science. It has been proven that confident speakers and presenters are perceived to be more expert, knowledgeable and credible, even when they were not.

Someone who displays extraordinary confidence and boldness can say some of the most lame (or outrageous) things, and get away with it.

This is especially the case with women.

A man who approaches a woman with great confidence and directness, yet says some pretty lame stuff, will be much better received than a nervous wreck nice guy who says something Pulitzer Prize worthy.

One of the problems with nice guys -- apart from being unassertive, unable to express their true feelings, and using acts of ostensible friendship for the unstated aim of getting in a girls pants -- is that they are (or at least come off as) needy and insecure. Nice guys tend to be clingy and emotionally dependant rather than show strength by being their own independent man.

However, having confidence is not the most important thing. It is the *appearance* of having confidence. If the world's most confident man pretends to be insecure and unsure of himself, he will be perceived negatively. If a man who is incredibly nervous gives the appearance of being calm, relaxed, composed and confident in himself, he will be perceived infinitely more positively.

So, how do you give the appearance of confidence?

Think, ‘what would a confident person do?’ and do it.

Okay though, but what do confident people usually do? How can one be truly confident when nobody can be completely sure of anything? Well, confidence is not necessarily *knowing* that everything will go awesome and that you will succeed, confidence is being comfortable and okay with whatever does happen.

Someone who is confident is comfortable with uncertainty. People who are super confident even *embrace* uncertainty. They put themselves out there and are okay with putting themselves in situations where they are

vulnerable, like approaching an attractive girl or sharing an idea in front of an audience.

Confidence is the *appearance* of being comfortable with uncertainty.

Confidence also displays itself through body language. Confident people tend to move and speak slowly, take up more space with their body, have good posture, and so on.

Display confidence in your interactions with women and watch their attraction grow. A woman's attraction to a man is proportional to his confidence. It is for this reason that women find carelessly confident 'jerks', 'assholes' and 'bad boys' so irresistible and attractive.

Another reason that confidence makes you so sexy is because it makes you...

4. Unpredictable

Nice guys are boring.

They are generic and predictable. As a result, it is difficult for them to create that spark with women.

The saying that 'girls just want to have fun' is true, and nice guys just don't do it. It's not just me saying this, there is science to back it up.

Many studies have found that the brain releases more dopamine when rewards are unpredictable than it does when things go about as

expected. In other words, women literally become addicted to unpredictable and exciting ‘assholes’ and ‘bad boys’.

Not only is the behavior of a nice guy an incredible bore for women, but the actual behavior itself is unattractive, too. Nice guys are predictable because women know that they will go out of their way to cater to her every whim. Nice guys are all about seeking the approval of others and trying to make everyone happy at their own expense, and as a result, it is obvious what they will do in any given situation.

So-called ‘assholes’, ‘jerks’, and ‘bad boys’, however, stand up for themselves. They don’t conform and thus everything they do is a surprise and a shock. They value themselves and say/do whatever the hell they want. Women find this sort of behavior incredibly attractive.

Why?

Because it demonstrates confidence, and confidence is generally an indicator of everything else that women find instinctively attractive. Men who display strength and willpower trigger subconscious attraction in women, and by disregarding what other people think and simply being true to yourself in your actions and your words, you are extremely attractive to women and display immense confidence and strength.

So rather than being a nice guy and seeking the approval of others, and devoting your every thought to ensuring the happiness of others, seek your own approval (impress yourself!) and think about what *you* want to say or do, and do it.

Nice guys become highly emotionally invested in women, and this turns them off. Not-so-nice guys, on the other hand, are more highly invested in themselves. They stay true to themselves and don’t really care what women, or people in general, think of them.

So why is it that women find men who don’t particularly care about them so attractive?

Why will women run away from the nice guy who obviously likes her and instead chase the guy who treats her like shit?

It's all because...

5. Chase her and she shall run

Wait, wait, wait you say.

You told me before that women like guys who display confidence by boldly approaching them directly. Now you are telling me that if I show my desire for a woman she will run for the hills?

Hold your horses.

In fact, there is a simple resolution to this seemingly irresolvable paradox. Want to know the answer? Here it is:

Sub-communication.

When you communicate with women, it is all about what you sub-communicate. It is not so much what you do or say that actually matters, but what your actions and words are sub-communicating. What are you really saying? What do your actions say about you?

In other words, it is not what you actually say or do, but the inferred reason behind why you said or did that.

So, for example, by approaching a woman directly, you display confidence and boldness. Your actions sub-communicate that you are okay with the idea of rejection. Otherwise you would not have approached her like that, right?

On the other hand, consider a nice guy who is too scared to approach women and so instead tries to get in a woman's pants by masquerading as her friend.

What are his actions sub-communication?

A complete lack of confidence. This man is obviously terrified of rejection.

What does this mean? What can be inferred by what is being sub-communicated?

If he's terrified of rejection, he obviously doesn't have any other options.

Wait, he doesn't have any other options?

What does this mean?

Other women must find him undesirable, so why on earth should I like him! Ewww!

Everything you do with women comes down to what is being sub-communicated.

Another reason women run from emotionally needy guys who chase them out of fear that she will ditch them: **women want what they can't have.**

If a guy is chasing her, obviously she can have him! He's no challenge whatsoever.

On the other hand, a guy who is more challenging really piques a woman's interest. He's challenging. He's interesting. He's unique. And once again, it all comes down to sub-communication.

Think about this, what does a guy who isn't super needy or aggressively chasing women sub-communicate? What is the likely cause of his actions and behavior?

Perhaps he is higher status than her. He might be more of a 'catch'. He could be slightly 'out of her league'.

Or, perhaps it's that he is preselected by other beautiful women and so just isn't quite as interested in her (and needy) as other nice guys who haven't got laid in years.

It could also be that he is simply high value.

Most likely, a woman's subconscious will attribute all of the above to a man who doesn't chase her. As a result, she will begin to chase *him* .

Why chase those other nice guys who are always sucking up to her, right? Obviously they just aren't as high value or attractive as this other guy.

As you can see, when you interact with women, everything comes down to sub-communication. You would be surprised at how adept women are at judging men based solely on the implied reasons behind the way they act and behave.

Another reason that women are not attracted to men who aggressively pursue and are over invested…

6. Investment versus attraction

A woman's attraction is generally proportional the man's level of investment. In other words, overly invested, emotionally needy men are highly unattractive. Men who are instead more highly invested in themselves than they are in her, are much more attractive to women. Or, in the case of the jerk, well, they have women all over them.

Why is this?

The reason for women finding men who are less invested in them more attractive once again relates to the difference between the inner workings of male and female attraction. Women are attracted to strong, powerful, dominant men. Women are attracted to men that they *respect* . In fact, for women, the words *respect* and *attraction* are basically interchangeable, at least for the *right* type of respect.

If we want to get into the nitty gritty, there are two types of respect. One of these types of respects create within women intense attraction. The other, well, it sexually repulses them.

So let's take a look at the two.

The first is the type of respect that you would have for an emperor. The second is the type of respect that you would have for your grandfather.

The emperor, you respect for the man he is. He is a powerful man who you may even be a little intimidated by.

Your grandfather on the other hand, he is kind of old and cute, like a puppy dog. You respect him, because, well he's probably friendly, nice, and so on. However, the type of respect you have for him is completely different than that which you would have for an emperor.

To consider this in a different light, think of a man who you have incredible respect for. He seems really powerful, strong, wise, etc. You might even be a little intimidated by him. This man could be a mentor, teacher, boss, coach, whoever.

Would you ask this guy to do stuff for you? Would you nag and complain to him? Would you tell him to take you places?

No, of course not.

Now consider a cool friend you might have. You wouldn't think too much of asking those same things, right? He's a cool guy and all, but, well, he's different.

The first type is the type of respect that inspires intense attraction in women. Women desire strong, dominant men who they have incredible, emperor-like respect for. Women are attracted to that feeling of awe-like and slightly intimidated kind of respect. The men they feel like this around are the type of men that they desire. These are the types of men that they most likely fantasize about.

On the other hand, the second type of friend-like respect inspires no attraction in women. While the men that they hold this type of respect for might make good shopping buddies and give her lots of expensive gifts, she has no attraction for them. The thought of getting sexual with these men would revolt a woman.

So, what is one of the main differences between these two types of respect?

Investment.

Is that powerful awe-inspiring slightly intimidating man you thought of before highly invested in you? No.

On the other hand, nice guys are highly invested in women. They spend inordinate amounts of time with her, often while masquerading as her friend. They spend massive amounts of money on her buying her expensive gifts, wining and dining her, and taking her on extravagant dates. They don't just become invested in her time-wise and materially either, they also become highly emotionally invested.

All of this behavior is highly unattractive to women. Women are instead more attracted to men who are less invested in her than she is in them. In other words, it is not your investment in a woman that matters, but her investment in you.

The more invested in her you are, the more attached and attracted to her you become.

The more invested she is in *you* , the more attached and attracted to *you* she becomes.

Nice guys fall into the trap of assuming that by becoming as invested as they can in a woman, they make her feel more attraction for her than she does for other men who do not invest as much in her. This could not be more wrong. In fact, the truth is basically the completely opposite of that.

Why is this the case?

Several reasons which we have discussed.

First, what matters most when interacting and communicating with women is what your words and actions sub-communicate. By becoming highly invested in her, what is sub-communicated is that you don't have much of a life and that you don't have options (other women don't find you attractive). You basically make yourself seem undesirable. You subordinate yourself to her as your comparative investments in each other show that you are lower value than her.

You also relegate yourself to inspiring within her only the grandfatherly-like respect, if any respect at all.

In addition, your overinvestment is subconsciously perceived to be an attempt to compensate for something lacking. After all, the assumption made by a woman's subconscious is that men who are truly impressive and high value have nothing to prove -- they simply know that they are good enough.

Finally, overinvestment can often be perceived as an attempt to 'buy' her. By investing so much time, effort (and even money) in her, women can sometimes feel that you (and many nice guys actually do) expect something in return.

"He has spent so much time/money/effort on me that he must be hoping that he has 'earned' the right to have sex with me! Ewww!" Not a good look.

The less invested you are in a woman, and the more highly invested she is in you, the more attracted to you she will be. This is yet another reason why jerks do so well with women. Jerks often get into fights with women and women subsequently become very emotionally invested. They also spend a bunch of time and emotion being upset and fuming.

As a result, they become highly emotionally invested in that jerk, and her attraction for him subsequently increases.

In addition, her subconscious concludes that her emotional investment in him must be indicative of his value. In other words, if she has spent so much time thinking about him, he must be worth it. This is well documented in psychology. The primitive section of the brain acts on its desires and the logical part of the brain explains (or makes excuses for) why it did that.

Women also justify that they shouldn't ditch the jerk now, after everything that they've been through. After all that time, effort and

emotional investment. After all those ups and downs.

Nice guy's, however, routinely find themselves being ditched by women.

Why?

Because women are not invested in them. They have no attachment to, or attraction for, them.

This discussion of investment brings us to another concept: the so-called 'Law of Least Effort'. This 'law' stipulates that those who exert the least effort in any social interaction are perceived to be the most powerful. Women feel more attraction for those that they perceive to be more powerful. Therefore, by giving the appearance of effortlessness, you make yourself more attractive to women.

Moving on, let's take a look at the *'shit test'* . What it is, why women do it, how nice guys fail, and how to deflect them in a way that strengthens attraction.

7. A woman's tests

Women like to test their men. Often it is a subconscious impulse, however women can also be fully aware of what they are doing.

So what is a so-called 'shit test'?

A shit test basically describes a situation where a woman says or does something to 'test' a man's true character by judging how he responds.

Shit tests can come in all shapes and sizes.

A shit test could be a direct (or indirect) insult. If the guy appears to be upset by it or tries to explain himself, or reacts in any other similar way, the woman knows that the guy isn't really the strong, confident man that she initially might have thought him to be. She will lose attraction for him.

On the other hand, if the guy just doesn't seem to care, she knows that he is tough, strong, reliable and confident, all qualities of which women find attractive.

Women also often test men by requesting that they do something that they know they most likely don't want to do. If a guy submits to a woman's whims at his own expense, then she knows that he is not a high value man who sticks up for himself and does what *he* wants to do.

Similarly, shit tests can be disguised as something as simple as "Do I look fat in this dress?" or "Do you like me?" or "What do you like about me?"

Most nice guys fail terribly at shit tests and subsequently lose all attraction that women might have had for them because they always do the obvious thing.

In a shit test, the most obvious thing to do or say is always the *wrong* thing to do or say.

Nice guys will assure women that no, they don't look fat in that dress, or yes he does like her, and so on. As a result, they fail.

Bad boys and jerks, on the other hand, unknowingly fly through each of these tests, increasing a woman's attraction each and every time.

Why?

Because they simply don't care! And women love this. As I said earlier, for women, confidence is the biggest aphrodisiac. Bad boys don't have the time or tolerance for stupid questions such as "do I look fat" or "do you like me", and either just ignore them or give the silly questions an equally silly response.

"You look like you've just gained 200 pounds, take that dress off immediately! … and your panties…"

Or, "I haven't decided whether or not I like you yet, I'll have to see how you go."

Or, "What do I like about you? Your quizzical nature."

Bad boys and jerks succeed with shit tests so well because they just don't care, and this attractive trait makes itself clear in the way they respond.

Nice guys on the other hand attempt to keep their woman happy by telling her what she 'wants' to hear, which only serves to sub-communicate a nice guy's negative traits.

There a few ways to successfully pass a shit test and display attractive qualities that amplify a woman's attraction in the process.

The first way to respond to a shit test is to agree and amplify. Ideally, amplify to the point of absurdity. In other words, agree with shit test she throws your way, and agree with it to the point that it seems just absolutely ridiculous and stupid.

"Do I look fat in this dress?"

Slowly turning to look her way… "I'm surprised the floor hasn't cracked. I thought hippos belonged at the zoo."

"Your car is shit."

"Let's hope it makes it up this hill. Get ready to jump out and push."

Or, "Let's hope it doesn't fall to pieces as we go over this speed bump because I forgot to pack my wrench today."

The second way to deflect a shit test is to simply ignore whatever she said and change the subject.

Thirdly, you could just ignore her shit test completely.

Finally, you can flip the shit test straight back onto her. This is referred to some as the 'pressure flip'. The idea is that you are not fazed by the question and answer so quickly that now the spotlight is on her.

For example, if she asks what type of car you drive, you just casually answer and ask "how about you?"

Or, if she asks how old you are or says that you look old, you can cheekily flip it back onto her by asking with a grin "What is it about older men that you find so attractive?"

Just remember, with shit tests, the obvious answer -- or what she seemingly wants you to say or do, is always the *wrong* way to respond.

With shit tests, the best response is to either agree and amplify (to absurdity) or ignore it completely. However, all of the possible ways to respond discussed above are infinitely better than a typical nice guy response.

Also, it is important to keep in mind that shit tests never end. Right from the second you meet a woman to all the way through a relationship, you will be shit tested.

Why?

Let's go back to how female attraction works versus male attraction. Men are attracted to physical attributes, while women are attracted to how a man makes her feel.

With this in mind, women shit test men because it makes them feel safe and secure with the knowledge that her man is strong, dominant and confident, and can handle her (and thus most likely most other things). Her primitive subconscious is subsequently reassured that this man she is with will provide the best possible chance of successful reproduction. This triggers intense feelings of attraction within her.

So don't blame women for being heartless bitches, instead, just understand that shit tests are an instinctive subconscious urge and instead just use them to intensify attraction and gain an advantage over all those other hoards of supplicating, approval seeking nice guys.

Speaking of women being attracted to men who can handle things with ease, let's take a look at yet another way nice guys fail with women, and what you can do about it…

8. Leadership

Women love leaders.

Why?

Because leaders take charge. They lead. They fill the masculine role. When with men who lead, women are allowed to relax and be feminine, which women love. Women love to feel feminine. It makes them feel sexy.

Unfortunately, yet unsurprisingly, nice guys fail terribly at leading. They are indecisive, worried about seeking approval, and shrug off responsibilities onto the women they are with, which women hate. There is no bigger turnoff for women than a feminine man.

Why?

Men who act femininely force women to take on the masculine role and guide the man. There is nothing more that women hate than having to take charge of and lead a wimpy wuss who is afraid of being a man.

Women don't want to have to decide everything all of the time and lead you along, instead, they just want to tag along with a guy who's having fun.

Show leadership and decide what is going to happen. Don't fall into the trap of doing the usual nice guy "what do you want to do?" or "I'm happy to do whatever you want to do!" Instead, invite her to be apart of your awesome life. "I'm doing X activity on Y day, care to join?"

As the man, you must take responsibility for everything when interacting with women. You have to lead, lead, lead. It is your job to make sure things happen. If you don't, nothing will happen. Feminine women generally don't initiate things with men.

So, it is your job to lead everything, from approaching and meeting a woman, all the way through to dating and taking her to bed. Women generally will not do this for you.

Take charge and lead, all the way from meeting to bedding. You would be surprised at how willingly women follow your lead. If you lead with confidence, and chronologically escalate the interaction, you will find yourself getting much further with women faster than you might have otherwise thought possible.

In fact, there is a movement of men called NoFap who quit masterbating for a set period of time, anywhere from a week to several months. Although most of these men do it in order to overcome addictions to pornography and excessive masterbation, some men do it in order to succeed more with women.

Waaait, you say, what on earth has masterbation got to do with your success with women?

Let me explain.

When you don't masterbate for a period of time, you become more horny (surprise!), and subsequently, the idea is that you will actively seek out women more frequently and progress your interactions with them at a quicker rate. Because they are horny and their brain wants sex, these men report having not only increased confidence with women, but increased success, all because they escalate the interactions quicker. In other words, they take charge! The lead their interactions with women. Women find these confident displays of leadership very attractive. Women are turned on by men who embody masculinity and consequently allow them to be feminine and submissive.

As a man, remember, if you want something with women, go get it. Women will not do it for you as it goes against their submissive feminine nature.

This is yet another reason why women instinctively find bad boys intensely attractive, while feeling nothing for self-professed nice guys. Bad boys could not care less about what others think. If they want something, the thoughts of others are no obstacle. They just go get it. If they want to take a woman out somewhere, they do it. The confidence and leadership displayed almost always means that the women will follow along, anyway. If they want to sleep with a woman, they are shameless about their sexual desire, physically escalate, and take her home.

Men like this are successful with women because they confidently lead women and do what they want to do.

So take note, and always err on the side of aggression and boldness when escalating your interactions with women. Take responsibility, take charge, and lead. If you want something, go get it. If you want to do something, do it.

Lead women, and they will generally follow.

However, they will be much less inclined to follow if you haven't first built a connection with them…

9. Connecting with women

Creating a connection with desirable women is important as women will be significantly more reluctant to accept your advances if they feel a lack of connection with you.

Aha, you say, this is where nice guys get it right! Unfortunately, that would be wrong.

Whaaat?! How? Why?

When nice guys interact with women, they generally try to compensate for perceived inadequacies. Nice guys generally don't feel worthy of beautiful women (whether they realise this consciously or not), and as a result, they attempt to make up for this by trying to impress women.

Nice guys fail to connect with women because they are simply too busy trying to impress her. Instead of finding out about women, diving into what makes her who she is, and building a solid emotional connection with her, they instead brag about their job, car, salary, house, and any other achievements that they think might help them to attract her.

Ironically, seeking to impress does anything but.

Once again, it all comes down to what you are sub-communicating through your actions and words. If you are seeking to impress, women assume that you are compensating for something lacking. After all, it is assumed that if you are truly impressive, then you have nothing to prove.

So once again, jerks unfortunately get it right when it comes to women, while nice guys only end up making themselves seem more unattractive.

While jerks believe that they are the most awesome thing ever and deserve every hottie there is, nice guys think that the only way they could ever deserve a woman is through achieving something. After all, nice guys were raised watching all those superhero movies where the man saves the day and thus earns the babe.

So while jerks and bad boys generally assume that women already find them irresistible, and so get straight into the action, nice guys try to make women attracted to them by bragging about achievements in an effort to impress.

The nature of the bad boy means that he (unknowingly) just jumps straight into connecting and creating sexual tension with women. Because he just gives zero fucks, he flirts, teases, has fun and just amuses himself. He also asks her deep questions about herself to see if she is ‘good enough’ for him, consequently connecting with her emotionally.

If you applied for two jobs, one at a company that did several rounds of interviews and another that only tried to tell you what a great

company they were to work for, which one would you assume is the better company?

The one that did all of the interviews, of course.

This mindset applies to dating as well. If all you try to do is impress women, you seem very unimpressive. If you ask questions and show a genuine interest in a woman in an attempt to see whether she would be any good for you -- all without even trying to impress her yourself, you automatically seem much more desirable.

Unfortunately for nice guys, they are the one who always feel the need to try to impress women. Jerks on the other hand feel as if they have an abundance of hot women chasing them and so can be very selective and picky.

Once again, this works in the jerks favor.

Him just messing around, amusing himself, having fun teasing her and flirting and so on all plays into the fact that ‘girls just want to have fun’. Because he is a fun guy to be around, women are drawn to him and want to hang out with him. His excessive sexual teasing and flirting also creates intense sexual tension. It literally drives women wild.

Having nothing to prove, when the fun dies down, he will most likely begin wanting to find out a bit more about her. Again, this plays into his favor. He both seems impressive, as he has nothing to prove, and is talking about the girls favourite topic -- herself!

All in all, without even realising it, everything the jerk does with women plays into his favor. It can also be argued that all of the behaviors of a jerk stem from his attitude. The fact that he just gives zero fucks. He does what he wants. Not only do women find this attitude insanely sexy, but everything (behavior) that flows from this core attitude is super attractive to women.

Okay, so let's now explore the two keys to connecting with women. First, we'll have a look at creating sexual tension, and secondly, we'll have a look at building an emotional connection…

10. Creating sexual tension

Sexual tension, also known as polarity, is essential when it comes to women. It is the difference between being stuck in the friend zone, and having wild sex three times a day. Literally.

Why don't women sexually desire men that they put in the friendzone? Most often it is because she does not think of those men sexually, and that is entirely the guy's fault.

If he approaches a woman like he wants to be her friend, talks to her like a friend, and interacts with her like a friend, why on earth is he at all surprised when he actually *becomes* her friend? Of course she is going to think of you as a friend if that is all you do! Duh!

Once again, this is what nice guys usually do. They interact with women in the exact same way that they would someone they are, or want to be, friends with.

Now you understand why nice guys fail. Let's take a look at the guys who unfailingly drive women crazy with lust and create tangible sexual tension. The bad boys. The jerks. The assholes. Let's take a look at what they do right.

So how do these guys create sexual tension?

They interact with women that they find desirable like women that they find desirable. They are shameless about their desires and they don't hide behind false friendship. In other words, they make the fact that he is a guy and she is a girl obvious. The exploit the difference between these sexual roles to its fullest potential. They create intense polarity.

So how is it that they exploit gender differences to create polarity?

Polarity means being polar, having opposite or contradictory tendencies. Difference. As with electricity, batteries and magnets, polarity creates attraction. To create attraction, you need polarity. To create attraction, you need to highlight sexual differences. This is why feminine women are attracted to very masculine men, and masculine men are attracted to very feminine women. It is all because of polarity.

Bad boys and jerks unknowingly create polarity, and it drives women wild. When they flirt, they role play. He always takes on the masculine role. He might pretend to be an authority figure and disapprovingly tell her that she has earned herself a detention. Or perhaps he pretends to hire her as his secretary but then promptly fires her.

He might also pretend that he isn't quite sure whether or not he likes her, and playfully accuse everything she does as trying to seduce him and get into his pants. He might even playfully tease her by awarding and subtracting points for ways she behaves. He becomes the selector, playfully attempting to judge whether or not a woman meets his standards, and she becomes one of many girls 'hitting' on him.

He might also playfully criticize her for something that obviously is not true, or is the opposite of what is true. For example, he might tell a really tall woman that he isn't really into midgets.

All of this flirtatious role playing intensifies a woman's attraction because it involves you taking on the masculine role and her taking on the feminine role.

Nice guys fail because they remain sexually neutral when interacting with women. So, instead of ending up with a relationship that reflects the polarity of masculinity versus femininity (i.e. sexual relationship), they end up with a relationship that reflects their sexual neutrality (i.e. “let’s just be friends”).

Let’s have a quick recap on how to flirt and create sexual tension, because this stuff is important.

Role play! Role playing is the best way to underscore the masculine/feminine dynamic.

Take on the masculine role and be the **authority figure** . Pretend to be a teacher, recruiter, policeman, whatever.

You can also playfully pretend to be the **selector** . Playfully verbally award and subtract points for different things she does. Playfully accuse her of things that imply she is the one chasing and pursuing *you* .

You can also create sexual tension by having playful **conflict** . You can flirtatiously tease her and have some sort of silly barrier or reason that the two of you can’t be together. Playfully criticize her about something that is obviously not true

All in all, flirting is all about just having fun. The definition of flirting is to *“behave as though sexually attracted to someone, but **playfully** rather than with serious intentions.”*

The key to flirting is playfulness. If you come across as being serious, women will just think that you are weird and try to get away as fast as possible. Make sure that women know you are not serious through your nonverbals. Have a smile, give a touch on the arm and have laughter in your voice.

Okay, so now that we have had a look at creating sexual tension, let's dive right into how to go about…

11. Building an emotional connection

We discussed earlier how nice guys often fail to connect with women emotionally due to their tendency to try and impress rather than connect. Well, sometimes nice guys do manage to get past that "let's try and impress her" phase, yet they still fail to connect with women.

Why?

They fall into 'interview' mode. They ask question after question after question. They also just skim over the top of everything, just asking lame questions such as "what's your job?", "where are you from?" and so on. They don't connect with her emotionally. They just find out heaps about her. Interrogation is not seduction.

Nice guys can often also fall into the trap of asking questions simply to keep a dying interaction alive rather than out of genuine interest, and women can sense this.

So what is the best way to avoid interview mode and connect with women emotionally?

Dive into the emotions behind things. Rather than just skimming over the surface when getting to know her, dive into the emotions and feelings behind things. Not only does this enable you to connect with women emotionally, but women love it! Feminine women are creatures of

emotion and feeling. Women love it when you connect with them in this way.

So if you find out a woman you're talking to is a nurse or surgeon, instead of just asking "Wow, must be long hours, right?", dive into the emotion. "What drives you to sacrifice so much for others?" or "What does it feel like to save someone's life?"

Rather than skim over the top of things, dig into the emotion and feelings behind them. Then, relate. However, only relate to her experiences and feelings if it is genuine. It is easy to see through people who are fake.

The great thing about diving down into the emotions and feelings behind things is that it generally makes it much easier for you to relate. Even if you have not experienced exactly the same thing as she has, you have most likely been in a situation where you have felt similarly.

Another way to connect with women more powerfully is to speak in statements rather than questions. In other words, turn any question that you might have into statements.

Why?

Speaking in statements makes people subconsciously more comfortable around you. People who have known each other for a long time, such as friends and family, tend to talk to each other in statements rather than questions. People who are new to each other, however, constantly ask each other questions. Consequently, the feelings of familiarity and unfamiliarity have attached themselves to each style of conversation respectively. Therefore, by simply transforming your questions into statements, you create a subconscious sense of familiarity.

Instead of asking a woman (or anyone, for that matter) where they grew up, take a guess. "You look like you're from…"

Or instead of asking where they work, take a guess! For example, “You seem like the creative type, I bet you work as a …”

Furthermore, if your guess is right, women will be amazed by your perceptiveness. If your guess is incorrect, women will almost always ask why you guessed what you did, and you can explain. Women are super interested in this. Just as women love talking about themselves, women love hearing about themselves (probably even more so!).

Either way, talking in statements rather than questions is always better. It leads to feelings of familiarity, makes a conversation much more interesting, gets a woman more engaged in the interaction, and gives you more things to talk about.

Also, if you decide to compliment a woman, compliment her on who she is as a person. Don’t compliment her physical appearance, at least until you’ve taken her to bed.

Women want to be appreciated for who they are as a person. Also, by being indifferent to her beauty, you indicate that you are not fazed by her and are used to interacting with beautiful women.

Speaking of the physical, let’s take a look at…

12. Getting physical

If you want to sleep with women, getting physical with them is the most important factor. From first approaching a woman, all the way to bedding her, touch is essential.

What is most important, however, is that it progresses gradually. If you randomly try to kiss her out of the blue, without having touched her all night, she'll reject you out of surprise.

If, however, she's used to your touch, progressing up to kissing and then bedding her is a much smoother process.

So how do you get her used to your touch?

By touching her all the time! Start out small, and as she gets used to you, gradually ramp it up. You can start by tapping her on the shoulder when you first approach her, to then lightly touching her on the arm to make a point or share a laugh. Slowly build up from there. You could then put your arm around her or rest your hand on her thigh. You could entwine your fingers in hers, or hold her hand and stroke her palm.

Imagine you have a frog and you plop it into a pot of boiling water. What's it going to do? It's going to jump straight back out. However, if you put the frog in a pot of cool water, and slowly warm it up, the frog won't notice until it is too late.

Similarly, gradually physically escalate your interactions with women, and they get used to it. You can start with only a light touch on the arm when meeting a woman for the first time, and half an hour later have your arm around her and her leaning into your chest as you go about building a solid emotional connection with her.

You can also use touch to communicate.

If you're flirting with her, you can create sexual tension by stirring up playful conflict or creating a barrier to the two of you being together. You could tell her that she is too cute for you to handle and playfully push her away.

If you are not being serious about something, a smile and light touch on the arm can communicate your playfulness.

You can also just mess around and have fun by pulling her in, spinning her around like a ballerina, thumb wrestle, pinkie promise, or do whatever. Just have fun and be a cool, chill guy. Amuse yourself.

Just keep in mind, if you want to get a woman to bed, start small, and work your way up.

Nice guys generally wine and dine women for weeks without so much as a single touch. The world's greatest seducers, on the other hand, simply can’t keep their hands off women. As a result, they get physical with women very quickly.

So take note, and get physical!

Conclusion

In the end, the main thing is to do the exact opposite of nice guys.

Do not be a nice guy.

Nice guys seek approval and acceptance from others, at the expense of their true selves. Don’t do that.

Be yourself!

Respect yourself and your desires. Prioritize yourself over women you barely know. Ultimately, it is that attitude that women instinctively find most attractive.

Be shameless about your masculinity. Don't hide who you truly are. Show strength by overcoming our evolutionary urge to seek the acceptance and approval of those around us, especially hot women.

If you want to do something, do it. If a woman isn't so keen, who cares? After all, there are millions of other hot women out there. Don't become so attached to women you barely know solely because of their physical appearance.

Have confidence in yourself. Be confident of your value as a man and women will too. Be yourself. Follow your desires. Don't do things that you don't want to do (or otherwise would not do if it were not for a hot chick). Be unpredictable. Don't chase and be heavily invested in women you hardly even know. Ignore any shit that women give you or stupid things they say or ask. Show leadership by doing whatever you want to do -- women want to tag along with a strong man as he does as he pleases, they don't want to have to take charge of an indecisive wuss. Connect with women, play with them, tease them, build sexual tension, and don't be afraid of gradually getting physical right from the start.

The biggest thing, however, is realising who you truly are, and then shamelessly being that person all the time. Life is too short for trying to be someone else or trying to please everyone (no matter how long the legs or how hot they are).

Be yourself and have fun doing it. It is the most attractive thing you can do.